

# State of Wisconsin



1997 Assembly Bill 327

Date of enactment: **April 27, 1998**  
Date of publication\*: **May 11, 1998**

## 1997 WISCONSIN ACT 201

AN ACT *to create* 100.18 (10r) and 100.26 (4m) of the statutes; **relating to:** misrepresentations of the locations of businesses and providing a penalty.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

**SECTION 1.** 100.18 (10r) of the statutes is created to read:

100.18 (10r) It is deceptive and misleading for a person who is conducting business in a community or region from a location outside that community or region to use the name of the community or region, or other description of the community or region, in the corporate or trade name of the business or in any other information that is published if the use of the name or description of the loca-

tion creates the misrepresentation that the business is located in the community or region.

**SECTION 2.** 100.26 (4m) of the statutes is created to read:

100.26 (4m) Any person who violates s. 100.18 (10r) is subject to a civil forfeiture of not less than \$100 nor more than \$10,000 for each violation.

**SECTION 3. Initial applicability.**

(1) This act first applies to names or other information that is published on the effective date of this subsection.

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\* Section 991.11, WISCONSIN STATUTES 1995-96: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication as designated" by the secretary of state [the date of publication may not be more than 10 working days after the date of enactment].